

**Assistant  
Advertising Manager** **DETROIT, MICH.**  
Discount Operations

**C. KEITH MODESITT**



1907-July 8, born near  
Rockville (Pulaski County),  
Indiana.

1921-Graduated from Lin-  
coln Grade School at  
Lafayette, Colorado.

1925-Graduated from Rock-  
ville High School.

1926-Part time work at S.S.  
Kroger Co. Store No. 1248,  
Lafayette, Indiana.

1931-B.S. degree in Elec.  
Eng., Purdue University.

1931-June, entered employ  
of S. S. Kroger Co., Store No. 1340, Lafayette, Ind.  
1932-January, Leave of Absence, M. S. degree in  
Electrical Engineering, Purdue University.

1933-June, Rockman Store No. 1248, Lafayette, Ind.  
(Working date adjusted to November 1, 1932.)

1935-January, Assistant Manager Store No. 1063,  
Bloomington, Indiana.

1935-June 8, married Miss Lorena May.

1936-January, Assistant Manager Store No. 1227,  
Indianapolis, Indiana.

1936-June, Asst. Mgr. Store No. 1111, Richmond, Ind.

1938-February, Senior Floorman Store No. 1355,  
Chicago, Illinois.

1939-January, Asst. Mgr. Store No. 1008, Evanston, Ill.

1941-June, Asst. Mgr. Store No. 1047, Michigan City, Ind.

1942-July, Asst. Mgr. Store No. 1248, Lafayette, Ind.

1943-March, Assistant to E.C. Davies, Detroit Office.

1945-July, Asst. Mgr. Store No. 1000, Peoria, Ill.

1947-January, Manager Store No. 1051, Hammond, Mo.

1950-September, Asst. Mgr., Chicago, Ill.

1950-January, Advertising Mgr., Midwestern Region.

1954-August, Assistant Advertising Manager Dis-  
count Operations.

Have three children, Dan, Kenny, and Janet Kay.

Photo by John A. USA